

1—"It is better to be safe than sorry" is the slogan of a company which is rendering a long-wanted and very material service to buyers and sellers of real estate in and about El Paso. This company, which is capitalized at \$300,000, guarantees titles, affording absolute protection to both buyer and seller. Give the name of the company, the name of its local vice president and the location of its suite of offices.

Stewart Title Guaranty Co., J. E. Quaid, Fourth Floor Two Republics Bldg.

2—Many an El Paso housekeeper has avoided the expense of buying a new brass bed, table ware and other metal household articles by patronizing the electrical plating department of an establishment on Texas street. This firm plates all kinds of metals in all finishes. The phone number is 5065. Give firm name and street number.

Southwestern Iron & Wire Works, 704.

3—There is a new hardware store in El Paso—an establishment which is fast winning public favor because of the uniform excellence of its stocks and its prompt and courteous service. Just now the line of stoves carried by the house seems particularly in demand. The owners of this store are becoming popularly known as Quality Jack and Service Fred. Give their real names, the name of the firm and its location.

Jack Sheer, Fred Lazenby, Sheers Hardware Co., 212 Mills.

4—El Paso automobilists are learning that there is just one best place for tire troubles—an establishment with main office and salesroom on San Francisco street. This establishment is exclusive agent for the famous Goodrich tires and operates a completely equipped vulcanizing and tire repair plant. A big stock of bicycle tires is also carried. Give name and location.

El Paso Rubber Co., 313 San Francisco.

5—Place 22 after the number of this advertisement and you have the telephone number of a dentist located in the First National Bank Building. He gives you a fine dental service and yet you pay only nominal prices. Who is this dentist and what is his room number?

Dr. Lee McIntosh, 608.

6—For porch curtains, tents, awnings, camp furniture and canvas specialties of every kind there is just one best place in El Paso—an establishment which carries the largest stock of this kind in this part of the country. It is located next door to the chamber of commerce. Give name of firm and manager's name.

El Paso Tent & Awning Co., H. J. Collins.

7—El Paso women who appreciate good work at reasonable prices are learning that they can always get satisfaction at an establishment located at 417 Texas street. This place makes a specialty of expert clothing repair work and dress-making, and a host of pleased customers will testify to the expertness of the work done. Give name of establishment and phone number.

W. Drebe Repair Co., 374.

8—For people who enjoy delicious, home cooked meals, there is just one best place in El Paso—a certain cafeteria in the 300 block on Mills street. Because of the exceptional excellence of the cooking and the reasonable prices charged the popularity of this establishment is growing daily, and the lady who owns it is sparing no effort to please every patron. Give name and location.

Clark's Cafeteria, 307 Mill St.

9—There is a furniture store at 500 Mesa avenue which is popular in more ways than one. It carries complete stocks of both new and second-hand furniture, and just now its big line of stoves is attracting much attention because of the many excellent values offered. Give name of company and members of firm.

Popular Furniture Co., J. R. Jorgan, K. B. Behrens.

10—On North Oregon street, just a few doors south of the gas company, is a pretty, new drug store. Its fixtures are unusually attractive, its stocks complete in every particular, and the service of the friendly, courteous kind that makes every new customer want to come back. The telephone number is 6763. Give the name of the store and the number on Oregon street.

Progre Pharmacy, 417.

11—On San Francisco street is an establishment showing the largest collection of gems in the southwest and selling them at entire prices. This company has installed the only diamond cutting machine in this part of the country—a \$2000 machine for cutting topaz, garnets, amethysts, peridots and all kinds of diamond-cut gems. Straight-forward business methods have won for this house the confidence not only of El Paso people, but also of a growing host of mail-order customers. Give name of company and location.

Text: Turquoise Co., 305 San Francisco St.

12—The particular men of El Paso, those who know the importance of well made and well kept clothes, are learning that satisfactory service is absolutely guaranteed at a handsome tailoring establishment recently opened on Mesa avenue. This shop employs only expert work people, and the most delicate of ladies' gowns are cleaned and pressed as perfectly as a man's suit. The name of the manager is Emrick. Give name of company and location.

New York Tailoring Co., or New York Cleaning & Pressing Co., 320 Mesa.

13—If you want really good coffee and don't want to pay an outrageous price for it, call telephone number 2153 and ask the name of that delicious blend that sells for 35 cents a pound. This firm sells the highest grades of coffee, tea, spices and baking powder at lowest prices. Give name of 35-cent coffee and the firm name.

"Sunset Blend," Fant Coffee Co.

14—The benefits of vibratory massage are now generally recognized, and it is also well known by intelligent people that the only satisfactory equipment for treatments of this kind is the famous Arnold Vibrator. All models of the Arnold Vibrator are in stock by a well-known electrical establishment on North Stanton street, which is exclusive agent for the Arnold in this territory. Give name of firm and exact location.

Texas Electrical Supply Co., 119 N. Stanton St.

15—The world's greatest musicians agree that the Apollo player piano is the most perfect instrument of its kind. This is because the Apollo is equipped with exclusive features which enable even the musical amateur to reproduce the artistic effects of master pianists. The Apollo player piano is distributed exclusively in this territory by a well-known piano house on San Antonio street. Give name and location of this piano house.

Dunn's Music Store, 404 San Antonio St.

16—There is a Jewelry Manufacturing firm located upstairs in the Mundy building whose acquaintance will prove profitable if you've not already met him. The owner learned his business thoroughly on Fifth avenue, New York, before offering his services to the people of El Paso. His plant is the largest of the kind in this city. He is to be found on the second floor of the building. Give his name and room number.

A. N. Lombardi, Room No. 1.

17—Discriminating people everywhere are agreed that Whitman's candies represent the perfection of the confectioner's art in the United States. It may not be generally known, however, that in El Paso Whitman's candies are obtainable only at a popular drug store on San Antonio street. Give the name of the drug store and its exact location.

Love's Drug Store, 213 San Antonio St.

18—There is in El Paso the only business which can supply player piano rolls of the very latest Mexican music. The firm is enabled to do this by reason of a special arrangement made with some of the most famous Mexican bandmasters, and a demand for the rolls is being created all over the country. It's the oldest piano house in El Paso. Give its name, location and the name of the proprietor.

El Paso Piano Co., 208 Texas St., W. R. Schütz.

19—On Texas street, in the very heart of the shopping district, is an establishment which is equipped for the prompt and expert manufacture of any desired style or design of jewelry. As manufacturing jewelers, diamond setters and engravers, this firm is offering many new suggestions for Christmas gifts. Give firm name and location.

Curtis & King, 115 Texas St.

20—Hundreds of El Paso women have learned this season that the place to find exclusive and desirable millinery styles at exceptionally low prices is at a popular and long established store on Mesa avenue. New special values are offered at this store almost daily, and thrifty women make it a point to visit the establishment frequently. The telephone number is 942. Give name of firm.

Kaminske Millinery Co.

21—The largest and best equipped storage warehouse in El Paso is located on South Santa Fe street. It is operated along strictly modern and systematic lines, the storage of even small quantities of household effects being given the same careful attention as large commercial accounts. An efficient drayage service is operated in connection with storage. Give name and location.

El Paso Storage Warehouse, 409 S. Santa Fe St.

22—The particular people of El Paso—those who take a proper pride in the details of their personal appearance and of their home surroundings—have learned that there is one laundry equipped to guarantee absolute satisfaction. That's because the manager takes a great personal pride in the completeness of his equipment. The phone number is 2177. Give name of laundry and location.

Elite Laundry, 412-414 S. Oregon St.

23—A drug store in one of the best residential districts has lately come under new management and is winning increased popularity because of the exceptional promptness and courteousness of the service given patrons. The stocks carried are absolutely complete, and the prescription department is in charge of a recognized expert. The phone number is 20. Give name of store and location.

Providence Drug Co., 215 Upton Ave.

24—There is just one place in El Paso where you can have rubber tires put on your go-cart or baby carriage. The work is done by an expert and the charge is very reasonable. The store is one that buys, sells and exchanges new and second hand furniture; and it has won the approval of the public because of its low prices and the fair treatment of customers. The store is on South Stanton street. Give name of firm and street number.

Balt Furniture Co., 114.

Who? What? Where?

This Contest has been the most interesting one ever given by The Herald. Hundreds of replies were received. List of winners of contest as follows:

1st Prize \$10—Miss Anna E. Weber, 1003 E. Rio Grande.
2nd Prize \$5—Miss Ruth Hylen, 710 N. St. Vrain.
3rd Prize \$2—A. T. Dalton, P. Wright Apts., Montana and Stanton.
Elisabeth Williams \$1.00
Catherine Ellis, 3608 Bliss \$1.00
D. C. Zivley, Tri State Telephone Co. \$1.00

Ad No. 67 Best because it suggests the Christmas spirit.

25—El Paso people are learning that, for keeping the skin soft, white and velvety, there is no better preparation on the market than Witch Hazel Cream. This popular preparation is made by a leading drug store of this city—an establishment which has won high favor because of the excellence of its stocks and the courteousness of its service. This store delivers until 10 p. m. and has a special mail order department. Give name of firm and location.

Knoblauch-Warner Drug Co., Orndorff Bldg., 300 Mesa Ave., Cor. Mills.

26—Every meal is a "success" when served at a cafe in the 200 block on Mills street. Special turkey dinners—the delicious, home cooked kind, are served Sundays and Holidays, while an appetizing menu is also prepared for every day in the week. The cafe is conducted by Mrs. L. Delaney. Give its name and location.

Success Cafe, 206 Mills St.

27—Better see THE AUTOMOBILE MERCHANTS down on San Antonio street. They sell about the nicest little car that ever made you jump at a crossing. Good looking, and an exceptionally good wearing car. THE CAR FOR THE MAN OR LADY. You will find their shop not far from the court house. Give name of manager and name of car sold.

Mr. Garrett, "Studebaker."

28—Do you know a real estate firm that has recently moved from 204 Mills street to 105 North Stanton street. They have some exceptionally fine bargains in rooming houses and business propositions, valley lands and city property, just at present. Give name of firm and phone number.

W. C. Belden Realty Co., 901 or 6277.

29—This company sells homes on easy payments, and their list includes houses in all parts of the city, but if they should not have the exact property to suit you they will build it for you and let you pay for it just like rent. If you are thinking of turning your rent receipts into a home see this company; they will treat you WHITE and your home will soon be Paden full. Give name and address and the phone number of this company.

White Paden, 11 Morgan Bldg., Phone 1549.

30—When you are ready for wall paper remember there is a place at 208 North Campbell that carries a line that can't be beat. You will have no trouble in getting them, as they are very wide awake, like an "OWL." This company has an expert sign painter and paper hanger. Be sure to call on them for estimates before having the next job done. Name company and manager.

Owl Sign & Wallpaper Co., Mrs. J. M. McGrath.

31—"When all others fail" makes glasses right" is the advertising slogan of an optician on Mesa avenue. This optician has the only lens grinding plant in El Paso. If your present glasses are ill-fitting or if you have never worn glasses and need them, this is the optician to see. What is his name and street number?

Geo. D. Kendall, 208.

32—Santa Claus arrived today at his headquarters in one of El Paso's most popular department stores. He is giving souvenirs to all good children who visit him today, in Toyland and Doll-dom. This store has the most complete stock of toys ever shown in El Paso. Give name of store and where toy department is located.

Popular D. G. Co., Basement.

33—Why not? There is a new ART shop in town. It was recently opened by a well known wholesale concern at their present location. Here you will find many gifts appropriate for the Yuletide season. Souvenirs from Mexico, Japan, China, Europe and the Indian reservations. Beside curios there are many useful and valuable articles as well. This SHOP is run as an addition to the wholesale house and is located at their present location at 408 San Francisco street. Give name of shop and phone number.

Beach's Art Shop, 601.

34—The most popular moving picture theater in El Paso is the one that shows "Paramount" Pictures. Never miss a "Paramount" day, every Wednesday and Thursday; if you do you miss a \$2.50 show that you could have seen for 25c. Other reasons for the popularity of this picture house are that it is comfortable in every way—comfortable chairs, comfortably heated and thoroughly ventilated. The location is on San Antonio street; the First National Bank is across the street from it. Give name of theater and street number.

Wigwam, 106.

35—This store is the most rapidly growing store in the southwest. They are the originators in El Paso of selling flowers without profit. They give the famous S. & H. Green Trading Stamps with purchases. Their store is the only Fire Proof department store in the city. Give name and address of this store and tell what special inducements they offer on each Friday.

Everybody's Dept. Store, Texas & Stanton Sts., Double S. & H. Green Trading Stamps Remnant Day.

36—"We run the Universal films first" advertises one of El Paso's most popular photoplay houses. They are the home of the Universal films and show first run pictures only, and you are always sure of seeing the best pictures obtainable in their house. Give the name of the theater and the manager's name.

Unique Theater, Mr. H. E. Engman.

37—The VALLEY in which El Paso is located will give you the name of this BANK & TRUST CO. Their ability to properly care for the needs of the people has brought them over 9000 satisfied depositors. Special attention given savings accounts. Name bank—state amount of resources.

Rio Grande Valley Bank & Trust Co., \$3,000,000.00, or (\$3,183,219.59).

38—There is a furniture store and mattress factory on Myrtle avenue that does all kinds of repairing and upholstering of furniture. They refinish your old furniture to match anything in your home. You will find their goods and work to be the best and their prices right. They make Auto slip covers and tops to order. Give name of firm and street number.

R. L. Daniels Furniture and Mattress Factory (R. L. Daniels Furniture Hospital) 410-412.

39—A real estate firm is agent for three of the most desirable and largest residential suburbs in El Paso. One of their additions has every modern improvement, including cement sidewalks, bituminous paved streets, gas, electricity, sewerage, pure mesa water, car service and fire hydrants. Lots are selling for \$450.00 and upward, easy terms, 6 percent interest. Give the name of this addition, name the agent and tell the amount of money that has been spent for homes in this suburb.

Richmond Terrace, Austin & Marr, \$100,000.00.

40—Business firms look to this college for competent office help because their students have practical work in bookkeeping and shorthand and on the mimeograph, dictaphone, adding machine and multigraph. They have the only comfortable, up-to-date school rooms in the city. Well lighted, well ventilated. Elevator service, electric fans and every thing to add to the comfort of the student. Positions guaranteed. Give name of school and tell the new department which was recently added.

Draughon's Business College, Telegraphy.

41—The Old Firm is going out of business—and for the next 60 days all furniture will be closed out at cost for cash. The entire stock is new and strictly first class. This opportunity will be a feast for the cash buyer. This furniture house has been located here for about 30 years. They use an advertising phrase, "The Old Reliable." Their phone number is 71. Give name of firm and street address.

Emerson & Berrien, 324 S. El Paso St.

42—Have you ever stopped to consider the difference in the two faces "before and after," which you often see advertised by a face specialist of this city? You will really never find a better time to take advantage of their treatment than now. No matter what your facial trouble may be this specialist can successfully treat your case. The specialist is thoroughly prepared for this work both by training and experience. Name proprietor and room occupied in the Herald building.

Mrs. Grace Benson, 303.

43—There is a little fruit store located on N. Stanton St., just across from Everybody's Dept. Store, who sells bananas at 10c a dozen, Florida grape fruit for 5c each, apples for 6 pounds for 25c, oranges 20c per dozen, onions 3 pounds for 5c, pears at 5c a pound—also fresh nuts and vegetables. All goods fresh and best products. They use an advertising phrase—"Look for the sign Mrs. K."—Cut Rate Fruit Store. They are open Sundays and evenings and always sell for less. Cut down your cost of living by patronizing them. Give proprietor's name and street number.

Mrs. Kauffman, 204 I-2.

44—"Pay less—Dress better," has proved a fact for many El Paso men who patronize the merchant tailor on Texas St. and feel right in the suits he tailored for them. This man represents the best known tailoring concerns in the world. "Who's your tailor?" He also makes shirts, pajamas and underwear to order that fit and are fit to wear. What is his name and the name of the tailoring concerns he represents?

Richard V. Pearson, Royal Tailors, Ed V. Price.

45—To purchase a piano without considering the instruments offered by a company at 211-213 Texas St., is to make a big mistake. This company carries right here in El Paso, one of the most complete stocks of pianos in the entire Southwest, also they have branch stores in Arizona. They will rent you a piano or sell you one on easy payments. Name company and tell leading make they sell.

Jenkins Piano Co., Chickering Pianos.

46—"Corno" chick feed, hen feed. There is no better feed on market, regardless of price. It is carefully made of the very best materials. Your success in raising chickens depends on the feed you use, so don't take a chance—feed "Corno." Ask your grocer for it—If he don't handle it, Phone us.

Heid Bros., Cor. Dallas and Texas, Phone 35 and 36.

47—If you are Wise you will place your order for chick and hen feed with a company at 106 N. Stanton. They are manufacturers of Perfection Hen and Chick Food. The BEST on the market. They also carry a complete line of Poultry Supplies, Seed and Fuel. Give name of company and phone numbers.

W. D. Wise Seed Co., Phones 11—5290.

48—For quick baggage service phone 1. When going away for your vacation let this company's auto trucks carry your baggage to the station. When coming home, save your baggage checks for us. You'll be sure of quick service and moderate charges. Lavender Line, Taxicabs, Automobiles and Limousine at your call, day or night. Give name, address and owner.

Longwell's Transfer, 116-120 San Francisco St., J. J. Longwell, Mgr.

49—In EL PASO there is a LAUNDRY that not only has complete modern equipment, but exercises great care in the handling of your clothes during the process of laundering, knowing that the life of washable fabrics is lengthened by proper laundering methods. This laundry has been established 23 years. Their Dry Cleaning Department is also the most complete in the Southwest. Send your garments with your laundry bundle. Give name of laundry and name of manager.

El Paso Laundry, Crawford Harvie.

50—These people—located at 210-12 N. Stanton St.—are pioneers in El Paso in the PAINT & GLASS business. They also carry a large line of high grade wall papers. Artistic picture framing is another specialty of theirs and is done at nominal cost. They are manufacturers of a well known paint. Give name of company and name of paint they manufacture.

Tuttle Paint & Glass Co., Tuttle's Imperial Paint.

51—This firm has a large stock of Electrical Appliances and your Christmas selection will be easy if you look over their stock of Electrical household necessities. They are located at 304 San Francisco St., and are the home of the Westinghouse Electrical Household Wares. Give name of manager and firm's name.

Southwestern Electric & Machine Co., L. J. Locke, Mgr.

52—If you want a really enjoyable evening you should go down to the skating rink on Mills street. It's the largest in the state; the floor is in fine condition; new Richardson skates are furnished and the charge is trifling. The crowd is the crowd you want to associate with. Give name of hall and location.

Auditorium Skating Rink, Cor. Mills and Kansas.

53—Photographs have been aptly called "Gifts that live." An extraordinary special offer on photographs is being made by a studio on North Stanton St. The time is limited. Better phone 1479 and ask about it. Give name of studio and street number.

Stephenson's Camera Exchange, 210 N. Stanton St.

54—If you are one of the prize winners in this contest start a savings account with this National Bank. You will appreciate their "prompt, efficient, courteous service." Save all your usual little unnecessary expenditures and add to this. Watch it grow. It is easy to save. The first requirement is will power. They are located on Texas Street. Phone 1807 will help you to solve this one. Give name of bank.

Commercial National Bank.

55—No other gift will be welcomed more by "her" than one of the new \$5 percolators. Just think of it, an electric percolator for \$5. The concern that sells percolators also sells electric toasters, irons, heating devices, etc. Phone number 2323 will help you solve this one. Give name of company and location.

El Paso Electric Ry. Co., Electric Bldg., Stanton and San Antonio.

56—A company on Mills Street, east of Stanton St., can supply you with everything electrical. They carry the largest stock of American Ever Ready Flashlights in the city, batteries guaranteed to be fresh. IF IT'S ELECTRICAL, THEY HAVE IT. Give name of manager and phone number.

W. B. Glardon, 759.

57—There is a busy little store located on Myrtle Ave., just below Stanton St., where WE always go when in need of repair work of any kind. For they CAN FIX IT. This SHOP is owned and managed by a woman, and is the most successful of its kind. They sell our boys their bicycles and do their repair work. They will open your safe when you forget the combination. Lock and key work, gun repairing. Give name of motorcycle they handle and phone number.

Reading Standard or the Pope, 515.

58—"Quality First" is the business slogan of a popular pressing and cleaning establishment at the corner of Campbell and Wyoming streets. Patrons of this establishment are absolutely guaranteed satisfaction. Just phone 4001 and auto will call. Give name of firm.

Crescent Cleaners.

59—Many El Paso people will tell you there is just one best bread sold in this city—the Cream Bread produced by a popular bakery whose phone number is 5804. This bakery offers hot rolls every noon and evening—also sells delicious pies and pastry. Give name of bakery and location.

Pure Food Bakery, 608 San Antonio St.

60—Customers of a certain retail coal yard in this city are given S. & H. Green Trading Stamps in addition to full measure of the best grades of coal. If you are a thrifty person, you will be interested in that trading stamp offer. Telephone 15 or 895. Give name of company.

West Texas Fuel Co.

61—For after-the-theater parties, for business men's lunches and in general for good things to eat and drink, everybody says there is just one best place in El Paso. It has the name of a famous German city and is on South Santa Fe street. Give name and street number.

Heidelberg, 111

62—One of El Paso's largest department stores advertises "the home of low prices." This saying is proved every week in the year by the phenomenally low prices they quote on shoes, clothing, ready-to-wear, dry goods, millinery, etc. Tell what new department they have recently added to the store, which will greatly interest Christmas shoppers. Give reason for their low prices, name of store and location.

Toy Department, Low Rent District, Boston Store, Cor. Stanton and Overland.

63—An OSTEOPATHIC INFIRMARY in El Paso has a record of 8,000 cured with a loss of only 8 patients. They advise if you don't stop exhausting yourself with poisonous drugs you will soon be a dead one. To help you know who this is we say that they are STILL treating successfully every kind of disease. Give name of infirmary and name of physician-in-chief.

A. T. Still Osteopathic Infirmity, Ira W. Collins, Physician-in-Chief.

64—A broken casting is no longer a serious happening in El Paso. That's because an establishment on Texas street is equipped with perfect welding apparatus and employs only expert workmen. They also save customers from 50 to 75 per cent on what new casting would cost, and guarantee it to be as good as new. Telephone 6340. Give name and street number.

Potter Welding Co., 314.

65—A stock broker and real estate dealer on the third floor of the Trust Bldg., whose last name is the middle one of one of AMERICA'S greatest novelists, can fix you up on most any kind of trade you might want. He makes a specialty of unlisted stocks. Phone him when in the market. Give his name and phone number.

Byron E. Fenimore, 5022.

66—A certain El Paso fuel company has adopted a slogan which sums up very neatly its policy in dealing with coal customers. It's a policy which is proving successful because it guarantees coal satisfaction. The telephone number is 5721. Give name of company and slogan.

Dawson Fuel Sales Co. "More Heat for Less Money."

67—Of course you know "Who is Victor" when you want to buy a Victor Talking Machine. This company is also headquarters for Spalding's Sporting Goods in the Southwest and for Eastman's Kodaks and supplies. They are now advertising that "Every Home Can Have a Victrola for Christmas." And that "No one need be without one as far as price is concerned—\$15 to \$200." Give name of firm and location.

W. G. Walz Co., 103 El Paso St.